

DALLAS

"The Magazine of a Growing City"

Official Publication of the Dallas Chamber of Commerce



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DEPENDABLE INFORMATION ABOUT DALLAS

Population

Dallas has a population of 201,088, including immediate suburbs, according to the 1921 City Directory.

Dallas had within its city limits of 23 square miles a population of 158,976, according to the 1920 U. S. census, an increase of 72.6% in 10 years, or 550 new people every month.

Dallas ranked 42nd in population in 1920, as compared with 58th in 1910 and 86th in 1900.

Industrial

Dallas leads the State in manufacturing output, according to the 1919 U. S. Census of Manufacturers; 457 factories; capital invested \$42,270,000; 10,677 employees; value of output, \$93,650,000; this does not take into consideration some \$20,000,000 worth of goods produced annually by Dallas plants just outside the city limits.

Dallas has an industrial gas rate on a sliding scale from 17c to 25c net per 1000 cubic feet.

Dallas industries can secure power at 1.5c net per k. w. upward, varying with amount used.

Dallas has a water rate of 25c a thousand gallons for the first 10,000 gallons, graduated downward for larger quantities used; total alkalinity in Dallas water averages only 70 parts per million for the year.

Commercial

Dallas ranks as 15th largest jobbing center in the Nation, with wholesale business of \$600,000,000 in 1920.

Dallas is headquarters for 3,000 traveling men representing its 500 wholesale houses.

Dallas is the largest retail market in the Southwest, with total business reaching \$250,000,000 in 1920.

Transportation

Dallas has eight trunk line steam railroads and four electric interurban lines; these with interurban now building to Terrell, furnish 17 steam or electric railway outlets for the city, radiating in all directions.

Dallas has 72 passenger trains and 186 electric interurban trains daily.

Dallas ranks first among cities of the Nation in per capita express business.

Dallas shippers enjoy package car service equalled by that of no city of similar size.

Financial

Dallas is the financial center of the Southwest and home of the 11th Federal Reserve Bank.

Dallas has 12 National or State banks and ranked 22nd in bank clearings in 1921.

Dallas is the Nation's sixth largest fire insurance center and a leader in other insurance.

Dallas ranked 23rd in postal receipts in the Nation in 1921.

Building

Dallas ranked second among cities of the Nation in 1921 in building permits per capita.

Dallas has done approximately \$53,500,000 worth of building since Jan. 1, 1919.

Dallas has one of the most famous skylines in America, with 67 buildings from 6 to 29 stories in height.

Dallas erected 2778 residences during 1921.

Communication

Dallas is Southwestern headquarters for telegraph and telephone companies and leads State in facilities in these lines; wireless service also is available.

Municipal

Dallas has the commission form of government, with Mayor and four Commissioners.

Dallas has a completely motorized fire department and the lowest fire insurance keyrate of any large Texas city.

Dallas has a most efficient police department.

Dallas assessed valuations in 1921 were \$192,377,825; percentage of actual value assessed upon, 50%; tax rate, \$2.44 per \$100; County and State, \$1.49½; total, \$3.93½.

Dallas has 3,500 acres in parks and playgrounds.

Trade Territory

Dallas has a trade territory with 2,000,000 people within a 100-mile radius, and 10,000,000 people within 24-hours' travel.

Dallas' wholesale trade territory produced \$5,000,000,000 worth of wealth in 1920, or \$500 worth for each individual, with but one-fourth of the land in cultivation.

Dallas is within easy overnight travel of fields producing more than one-half of the oil of the United States.

Dallas is a popular gateway to commerce with Mexico.

Educational

Dallas has the best paid public school teachers in the State.

Dallas has 44 grade, 5 high schools, and 67 private schools, including Southern Methodist University and Baylor University departments of Medicine, Dentistry, Pharmacy and Nursing.

General

Dallas has 172 churches, representing practically all recognized denominations.

Dallas is a convention center, with accommodations for 5,670 guests in its seven largest hotels alone.

Dallas has 42,000 telephones.

Dallas has 4 daily newspapers, one morning and three afternoon.

Dallas is a music center, with excellent music conservatories and a \$10,000,000 annual business in musical goods.

Dallas is the home of the State Fair of Texas, the largest state fair in the Nation.

Dallas is an amusement center, with 31 theatres, five golf courses, natatoriums, etc.

Dallas County leads the State in automobile registration.

Dallas altitude, 460 to 600 feet; average rainfall, 37 inches annually; average temperature, 64.4 degrees.

Dallas has 102 miles of street railway and a most efficient system.

Dallas Leads

Dallas is the largest inland cotton market in the Nation; headquarters for Texas Farm Bureau Federation and American Cotton Growers Exchange.

Dallas has more miles of paved streets than any other Texas city; 200 miles.

Dallas leads the Southwest as headquarters for out-of-State concerns.

Dallas leads the Nation in the manufacture and distribution of cotton gins; saddlery, harness and leather goods and cotton seed products.

Dallas is the largest wholesale market in the Southwest for automobiles, dry goods, farm implements, drugs, building materials, moving picture films, jewelry, groceries, furniture, sporting goods, electrical goods, hardware, paper, office supplies and many other lines.

When You Talk Dallas, Quote Figures; Please Carry this Sheet When You Travel.

Dallas Chamber of Commerce

BUSINESS OPPORTUNITIES

AUTOMOBILE distributors wanted. The Chamber of Commerce is in touch with several of the leading manufacturers of automobiles who have distributing contracts open and are looking for firms or individuals in Dallas to take over the distribution of their cars in this territory. Interested parties can secure further information by calling on the New Industries Department.

Furman Brothers, 114 Liberty St., New York, manufacturers of leather novelties for advertising purposes are looking for a representative in Dallas.

Burnham Bush & Straw Manufacturing Company, Contoocook, N. H., manufacturers of an electric washing and sterilizing machine for restaurant and soda fountain use, want someone in Dallas to handle their product here.

No-Ko-Ro Paint Company, Peoria, Ill., manufacturers of paint, want a manufacturers' agent here to represent them.

Detroit Newtop Company, 708 Empire Building, Detroit Mich., manufacturing a preparation for automobile tops, wants to secure a representative here.

Suburban Gas Company, Detroit, Mich., manufacturing a gas plant for suburban use, wants a distributor for this territory.

Glascok Products Company, Muncie, Ind., wants to get in touch with a selling organization here capable of introducing a household device in a house to house canvass.

California Leather Novelty Works, 340 Sansome St., San Francisco, Cal., manufacturers of men's and women's belts, coin purses, etc., want a representative here to call on the department store trade.

West Electric Hair Curler Company, Philadelphia, Pa., wants a distributor in Dallas.

Magnetic Manufacturing Company, Milwaukee, Wis., manufacturing Magnetic Separators, safety magnets, magnetic head pulleys, etc., wants a representative here.

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DALLAS



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Volume 1

AUGUST, 1922

No. 8

Dallas Secures 354 New Concerns During First Half of Year



SUMMARY of the records of the new industries Department of the Dallas Chamber of Commerce for the first six months of 1922 show tremendous commercial and industrial growth, during a period when many cities of similar size and larger were making little if any progress. Exclusive of small retail establishments and small offices, a complete record of which it is impossible to keep, Dallas secured a total of 354 new concerns for the first half of the year. In addition to providing employment for hundreds and thus contributing to the city's growth in population, these concerns represent an aggregate capitalization of close to \$75,000,000 and will increase the annual volume of the city's business by many millions of dollars.

One hundred and twenty of these concerns were granted Texas charters and are classified as domestic corporations. Their combined capital stock is \$37,897,300. Local concerns, not incorporated, number 128, with an estimated aggregate capital of \$18,000,000 involved. Twenty-nine foreign corporations were granted permits to do business in Texas, with State headquarters at Dallas. Their combined capital stock is \$22,985,000, of which it is estimated that approximately \$3,000,000 will be employed in Texas. Other out-of-State corporations coming into Texas, with headquarters at Dallas, number seventy-seven, employing an estimated combined capital of \$10,000,000.

Increasing Dallas' Business

BASED on these figures, new concerns established in Dallas since January first represent an aggregate capitalization of \$68,897,300. In addition, eleven existing corporations have increased their capital to the extent of \$3,880,000, bringing the total to \$72,777,300, and local unincorpor-

ated concerns, that are constantly employing more and more capital because of their rapid growth, will easily bring the total increased capital involved in Dallas business enterprises to the \$75,000,000 mark.

Classification of the kinds of industries secured for the period show well-rounded development, with manufacturing showing greater gains for perhaps any similar period in the history of the city. The records of the New Industries Department show a total of sixty-one new manufacturing concerns established here since January 1, of which fifty-five are local and six are branch factories of foreign corporations. According to the last Federal Census of Manufactures, Dallas is already the leading manufacturing city in the Southwest, and this unusual manufacturing growth has unquestionably placed this city still further in the lead. There is great diversity of products represented by the sixty-one new factories, and continued development of this character will soon make Dallas not only one of the most important manufacturing centers in the country but one of the best rounded out industrial cities in the United States.

More Wholesale Houses

DALLAS continues in favor as the logical distributing center for the whole Southwest, with eighty-nine wholesale and jobbing houses represented among the 354 new concerns. Of this number forty-nine are branch distributing houses of large northern and eastern manufacturers, and forty are local wholesale and distributing houses. These firms represent a large increase in the demand for storage and warehouse space and will add materially to the annual volume of jobbing business, the extent of which at the present time makes

Dallas one of the outstanding wholesale markets in the United States. The practice of Southwestern merchants in buying in smaller lots and at frequent intervals is making it necessary for manufacturers located at a distance to maintain complete stocks here for immediate shipment, and Dallas' position at the center of population in the Southwest, with a highly developed package car service and unexcelled transportation facilities make this city the logical distributing point and it is recognized as such by practically all the large manufacturing firms throughout the country.

A noticeable increase in the number of inquiries coming to the New Industries Department from day to day indicate even greater growth as a jobbing center during the second half of 1922. This department is at present in communication with not less than 300 concerns of national importance, many of which are on the verge of placing important branch houses here. Such development not only adds to the city's prestige as a buying center, but creates a demand for modern business buildings, and many such buildings must be erected in the near future to take care of this demand. The development of the various industrial districts served by railway trackage should be unusually rapid from this cause alone.

Foreign Corporations Come

ANOTHER interesting development shown by the records is the fact that thirty-eight important foreign corporations have placed sales offices in Dallas since January 1. The natural tendency is for these offices to be expanded as the company becomes established in this territory. After the office is opened the next step usually is the decision to carry a limited stock of merchandise in local

warehouses for immediate service on small or rush orders, and as business develops many of these offices are converted into distributing branches, the company acquiring or leasing a warehouse and carrying complete stocks here. The experience of one concern furnishes an illustration of how this development takes place. A little more than a year ago a northern concern was induced to open a sales office here. Two men were sent here from New York to open the office, which consisted of one room in one of our office buildings. In a year's time their business has developed to such an extent that this office now has 35 employees, and their distribution thru local warehouses has reached such a volume that the company is planning to lease a large warehouse in the near future in which ample facilities will be provided for a large office force and for the immense stock that is required to meet their demands in this territory.

Splendid Oil Development

DALLAS has also experienced splendid oil development of a permanent nature during the period. Thirty local oil concerns have been organized and thirteen out-of-State oil companies have located important offices here, either to supervise the development of large holdings in Texas, Arkansas, Louisiana and Oklahoma or to distribute refined products in this territory. A survey recently made by one of these companies shows that Dallas is at the center of one of the finest motor oil territories in the United States, a fact that is most interesting to large marketers of refined petroleum products.

Without attempting to list small retail establishments outside the immediate downtown district, the department has a record of forty-eight new retail concerns that have been established locally in six months, and in addition five chain stores have been located here. Twenty-eight companies, listed under the heading of financial concerns, such as buyers and sellers of stocks, bonds, etc., building and loan associations, and similar concerns, have been established here since January 1.

Construction Races With Demands of Dallas' Growth

BUILDING permits in Dallas for 1922 up to July 28 totaled \$11,064,348, according to the records of D. C. McCord, city building inspector. This is compared with \$15,000,206 in permits for all of 1921, and 1921 represented the peak year in Dallas construction.

Among permits granted last week was one for the Silberstein Grammar School in South Dallas, \$105,000. Some items of interest in construction circles during the month follow.

Two apartment houses will be erected on the campus of S. M. U. for the use of the members of the school of theology who are married, it is announced by Judge J. E. Cockrell, chairman of the board of trustees of the school. Each of the buildings is to cost \$6,500.

The Rosewin Theater on West Jefferson St. near Tyler, recently completed at a cost of \$30,000, with a seating capacity of 650, was opened last month. C. R. McHenry is manager.

Work on the new three-story dormitory at St. Mary's College has been started by George W. Hewitt, con-

tractor. It will accommodate 100 girls. The new building and improvements to be made on the old building will cost \$150,000. C. S. Dawley is chairman of the building committee.

CHURCH construction now under way in Dallas has a total valuation of \$1,090,000, with proposed church buildings that will likely be started before the end of the year totaling an additional \$1,000,000.

The 18-story Medical Arts Building under construction is one of the tallest buildings in the world constructed entirely of reinforced concrete, according to W. J. Knight of St. Louis, consulting engineer.

Austin Bros. of Dallas have been awarded the contract for the construction of the \$8,500 stadium at S. M. U., which will seat 3,000.

The Fred A. Jones Construction Company is adding three stories to the former home of the Boren-Stewart Company recently purchased by the Southwest General Electric Company. The addition will cost nearly \$100,000.



SITE OF MAGNOLIA BUILDING AS IT APPEARED IN 1896. SEE PICTURE ON OPPOSITE PAGE FOR CONTRAST.

This will be the 67th building in Dallas six stories or more in height either completed or under construction.

Building permits in Highland Park for the first six months of this year called for expenditures substantially as great as for all of last year, according to M. Costello, secretary of High-

land Park. Highland Park permits last year totaled \$800,000.

Three reservoirs with capacity of 1,000,000 gallons each will be built in Oak Cliff, Belmont and Junius Heights in the near future to supply sufficient water for high sections of the city where pumps are inadequate to meet the demand, according to Fred Appel, city water commissioner.

Big Buildings Planned

AMONG the important buildings planned for Dallas is a structure from 15 to 20 stories in height which Louis Blaylock is considering erecting on Jackson St. at the corner to be created by the extension of St. Paul from Commerce southward. The building would be constructed especially for printing establishments. Z. E. Marvin has stated that there will probably be a skyscraper erected within the next two years at the northwest corner of the intersection of Main and Akard Streets on the site of Marvin's Pharmacy. Plans are completed for the erection of a ten-story apartment building at Maple avenue and Wolf Street by the Efficiency Apartment Corporation of St. Louis.

Magnolia Building and Its Site Twenty-Six Years Ago

The Chamber is indebted to the Magnolia Oil News for the two cuts shown on these two pages. The picture of the paint shop that only 26 years ago occupied the site of the present Magnolia Building, corner Commerce and Akard, is the property of A. H. Bohne, foreman of the Magnolia Body Works Paint Shop, who is shown in the picture as a boy apprentice standing in the doorway with his hand resting on the door facing. Outside of New York City there are only three buildings higher than the Magnolia. They are the City Hall, Philadelphia, 537 feet; Travelers' Insurance Building, Hartford, Conn., 525 feet and the L. C. Smith Building, Seattle, a 42-story building, including tower. The Magnolia is 450 feet, with 31 stories including two in basement. The Magnolia Building weighs 100,000,000. It has 4,000 electric lights with sufficient wiring to reach from Dallas to Ft. Worth. It has 1400 telephones.

A delegation from Dallas, including members of the Chamber staff, attended a dinner at Canton July 27 held for the purpose of furthering plans for the extension of the Dallas-Terrell interurban line into East Texas via Canton and Tyler. Canton is said to be the "largest inland postoffice town in the United States and will be until the interurban is built." W. L. Dublin, of Tyler, and A. L. Burge, also of Tyler, were named chairman and secretary, respectively, of an executive committee chosen to push plans for the extension.



MAGNOLIA BUILDING

Dallas Enjoys Excellent Commercial Growth During July

NEW industrial enterprises and business establishments of various kinds that were located in Dallas during July bring the total of new concerns for the year to more than four hundred, setting a record for industrial and commercial growth that it is not believed any other city of 200,000 population in the United States can excel for the same period. Elsewhere in this issue is published a summary of these concerns for the first six months of 1922, showing the city's commercial growth to be well rounded, with the increase in manufacturing plants especially noticeable. Dallas continues to command attention as the logical distributing center for the entire Southwest, and as such is attracting many concerns of national importance, with the result that many important distributing branches are being placed here, with complete stocks in Dallas to meet their demands in this territory.

Following is a record of the city's growth during July:

Affiliated Tire Stores Corporation, chartered July 14, \$50,000 capital stock, to establish chain of tire stores throughout the Southwest. Offices, 502 Insurance Building. Incorporators, W. H. Spruce, C. C. King and J. T. Withers Jr.

Alberstone Company of Texas, 1306 Southwestern Life Building, has built a plant on the Eagle Ford Road for the manufacture of "concrete lumber," being reinforced concrete slabs ten inches wide and eight to ten feet in length, to be used in home construction. Leonard L. Eldridge and George A. Beck are officials of the company.

Allied Chemical Company, chartered July 13, \$60,000 capital stock, with K. C. Scott, A. B. Farrington and W. R. Sparkman, incorporators. Temporary offices in the Gaston Building, in charge of H. H. Howard. This company expects to build a plant for the manufacture of chemicals and will also act as a jobber of both heavy and light chemicals in this territory.

Athens Pottery Company of Athens, Texas, manufacturers of pottery and building tile, has established offices at 806 Sumpter Building. M. K. Miller is in charge of the pottery and hollow tile division and J. W. Frazier of the roofing tile division.

Barclay Petroleum Corporation, home office 35 Wall St., N. Y., has established operating offices in Dallas, in the Linz Building. This company is capitalized for \$25,000,000 and is a

consolidation of the Barclay Company and subsidiaries, including the Red River Leasing & Holding Company, Midland Petroleum Corporation, Syndicate Petroleum Corporation of Texas and the George M. Harris Syndicate.

K. R. Barton, cotton seed products broker, has opened offices at 301 Interurban Building.

Cassidy Realty Company, Inc., chartered with \$33,100 capital stock, with A. L. Eagan, W. I. Casey and J. H. Cassidy as incorporators, is a holding company and will not be active.

Chamberlin Metal Weather Strip Company, St. Louis, Mo., has established Texas offices at 303 Slaughter Building, in charge of R. H. Gillham as manager.

Consolidated Film & Supply Company, Atlanta, Ga., capital stock, \$250,000, has renewed its permit to do business in Texas, with N. E. Depinet as State agent. This company has been in Dallas a number of years.

Davis-Lockett Realty Company, chartered with \$25,000 capital stock; J. O. Davis, P. C. Lockett and M. B. Lockett, incorporators. Offices, 812 Southwestern Life Building.

Dallas Battery Box Company has completed its factory at 740 Fourteenth Street, Oak Cliff, and is turning out battery boxes with a capacity of 400 per day, selling to wholesalers only. Officers, J. H. Lynch, general manager; C. E. Frank, secretary, and A. A. Wyatt, sales manager.

Federal Bakeries Merchandising Company, of Chicago, operating a system of bakeries throughout the country, has established Southwestern divisional offices at 1310 Kirby Building and will direct their organization in the Southwest from Dallas.

First Trust Joint Stock Land Bank of Dallas was granted a charter on July 5 by the Federal Farm Loan Board, for the purpose of making loans in Texas and Oklahoma under the Federal Farm Loan Act. Capital stock, \$250,000, with \$25,000 surplus and reserve. Controlled by the same interests as the First Trust Joint Stock Land Bank of Chicago—Melvin A. Taylor, Chicago, president; Louis K. Boysen, Chicago, vice-president; O. K. Dickenson, Dallas, vice-president and resident manager; and James B. Forgan, Chicago, chairman of the board. The Company has offices in the Praetorian Building and will handle first mortgage loans, which will be placed through local banks and correspondents.

Foundry Device Company of Texas, chartered July 14, \$1,000 capital stock; J. A. Smithan, Lydia Levy and P. G. Meyers, incorporators. Organized to act as holding company and will not be active.

W. B. Gehrels, Puntarenas, Costa Rica, has notified the New Industries Department, after considerable correspondence, that he is enroute to Dallas to establish a plant to pack and bottle Costa Rican honey and to handle candied and preserved tropical fruits, coffee, cacao, etc. His initial shipment of honey, consisting of 50,000 pounds, is now en route to Dallas.

General Securities Company and the General Finance Company, handling large properties in Mexico, have established offices at 1302-3 Southwestern Life Building, George V. Steep, manager.

Gilbert Company, chartered July 20, \$20,000 capital stock; W. J. Moroney, T. F. Rodgers, R. F. Rodgers, incorporators. Purpose, to engage in oil business.

Guaranty Securities Company, with offices in Western Indemnity Building, secured amendment to its charter increasing capital stock from \$150,000 to \$300,000.

George A. Hormel & Company of Texas, 2205 North Lamar Street, secured amendment to its charter changing place of business from San Antonio to Dallas.

Howard Petrol Company, chartered July 18, capital stock, \$25,000; E. J. Power, W. S. Dowling and J. C. Reed, incorporators.

Humphreys Pure Oil Pipe Line Company, operating a pipe line from Mexia to the Gulf, and maintaining offices in Mexia and Houston, has leased offices in the Kirby Building and will establish headquarters here about August 1.

International Derrick & Equipment Company, Columbus, Ohio, manufacturers of steel derricks and other oil field equipment, has established Texas headquarters at 209 Southland Life Building, Floyd W. Mohler in charge.

Kinsella Hat Manufacturing Co., a merging of the interests of the Archibald and Kinsella Hat Companies. Office and factory 509-13 Main Street. Both manufacturing and wholesaling. Directors of the new company: Thomas Archibald, president, Robert E. Kelly, vice president, H. Archibald, secretary, Raynor H. Allen.

Lamport Company of Texas, Southwestern distributing house of the Lamport Manufacturing Supply Company of New York, has occupied the five-story building at 807-9 Elm St., with a complete line of wholesale dry-goods, with Lon C. Smith as manager. Dallas was selected for this branch after a careful survey of the principal cities of the Southwest by officials from the New York office.

Lignite Industries Corporation, St. Paul, Minn., has established offices at 511 Magnolia Building in charge of Carl Jaeger, president of the company. This company plans extensive development of its Texas lignite holdings, and probably will build several plants to make briquettes and other lignite products.

London & Scottish Assurance Corporation, London, England, is making plans to establish a Texas Branch in Dallas in the immediate future, with Leon Dargan as Texas manager. Mr. Dargan has temporary offices at 901-5 Southwestern Life Building. The company writes fire insurance.

May-Niendorff & Company, investment brokers, have opened offices in the Magnolia Building.

McClery Bros. Lumber Company, formerly of Mexia, has taken a ten-year lease on property on Masten St., just north of Ross Ave, and has established a retail lumber yard.

A. C. McClurg Company, wholesale holiday goods, has established offices and sample rooms at 804½ Main St.

Moncrief-Lenoir Manufacturing Co., of Houston, manufacturers of tin cans and sheet metal products and jobbers of galvanized iron sheets and tin plate, has purchased a site on Coombs St., between Myrtle and Oakland, and let contract for a two-story building for an important branch to serve the Dallas trade territory. J. L. Bell will be manager here.

National Supply Company, manufacturers of oil field equipment, have opened offices at 2106 Magnolia Building, in charge of A. S. George.

North Texas Adjustment & Credit Interchange Bureau, owned and operated by the Dallas Wholesale Credit Men's Association, has established offices on the fourth floor of the Chamber of Commerce Building. The bureau is organized for the purpose of adjusting accounts at minimum expense, to correct business troubles by applying common sense methods and avoiding court proceedings when possible; to save losses by securing from embarrassed merchants the help of all kinds for the use of its members, etc. It is affiliated with the National Association of Credit Men. Vernor Hall is manager and treasurer and R. M. Rowe is secretary.

Ogburn Hat Manufacturing Company, chartered July 10, \$5,000 capital stock; Samuel Goldstein, H. L. Ogburn and T. F. Johnson, incorporators.

J. M. Oesterman & Company, investment brokers, have opened offices at 214 Southland Life Building.

Petroleum Service Corporation, 410 Southland Life Building, organized for the purpose of producing and developing a patented process for raising oil from wells through the utilization of gas under pressure. The process makes it possible not only to produce oil from wells that have ceased to flow but makes additional gasoline recovery possible. Sterling C. Lines of Ohio is president of the company and other prominent Ohio

business men are officials. Dr. A. C. Scott of Dallas is consulting engineer.

Pillsbury Flour Mills Company, Minneapolis, Minn., manufacturers of a high grade hard wheat flour, have designated Dallas Texas distributing headquarters and W. K. St. Claire has been sent here to open this territory. He is temporarily at the Jefferson Hotel, but plans to open an office and make arrangements for warehousing a stock here to supply demands in this territory.

Planters' Cotton Seed Products Company, chartered July 17, \$100,000 capital stock; E. L. Flippen, Louis Rosenstein, and others, incorporators. This company recently purchased the plant of the Planters' Cotton Oil Company.

Progressive Advertising & Publishing Company, chartered with \$2,000 capital stock; G. W. G. Chambers, G. C. Chambers, and W. E. Carmen, incorporators. 508-9 Republic Natl Bk Bldg.

Provident Life & Accident Insurance Company, Chattanooga, Tenn., has established Texas headquarters here, with temporary offices in the Wilson Building, in charge of Samuel L. Weinburg, formerly of Baltimore, Md., who will have charge of the State as manager and general agent.

Money Saved for Local Merchants

Through the Transportation Department of the Dallas Chamber a reduction in the rate on alcohol in carloads from New Orleans to Dallas from \$1.58½ to 73c, and on denatured alcohol from \$1.17 to 56c, has been secured. This new rate was voluntarily established by the railroads on our application and is of material importance to a number of local industries, including all wholesale drug houses.

Queen Quality Shoe Company, a subsidiary of the Thomas G. Plant Company of Boston, Mass., has been granted a permit to do business in Texas, with \$100,000 capital stock. The company will operate as the Queen Quality shoe department of A. Harris & Company, with H. E. Knoebel as manager.

Reyburn Manufacturing Company, Philadelphia, Pa., manufacturers of tags and paper specialists; Texas district offices at 303 Interurban Building, to handle eleven States and supervise four other branches; Horace T. Hamilton, division manager.

Royal Union Life of Des Moines, Iowa, has established Texas headquarters at 2101-2 Magnolia Building, Williard H. Foster, State manager.

Scruggs Construction Company, chartered with \$10,000 capital stock;

G. R. Scrubbs, S. B. Scruggs and R. B. Price, incorporators.

Shaw-Wilson Drug Company, chartered July 17, \$7,500 capital, T. W. Shaw, M. A. Wilson and James Lyons, incorporators; to operate drug store at 2000 McKinney Avenue.

Sidney Spitzer & Company, Toledo, Ohio, bond buyers and investment bankers, have opened Texas offices in the Fraetorian Building, Donald O'Neil, manager.

Scuthern Forwarding Company, Inc., W. C. Conally, president; James P. Thomas, secretary-treasurer, and J. H. Booth, general manager; has established general merchandising warehouse business at 2108-12 North Lamar Street.

Standard Spring & Axle Company has purchased the plant and equipment of the Carlton Auto Spring Co., and is operating a plant at 2814 Main St. for the manufacture of automobile and truck springs and to do spring repair work. The company also has a warehouse at 103 South Houston St. and a branch in Mexia. L. Kelley Weaver is general manager.

Texa-Cola Company, recently organized with \$2,000,000 capital stock, to operate bottling plants throughout the southwest. The company plans to build a \$200,000 plant in Dallas in the near future. S. E. Colgin is president, J. P. Smith, vice-president; John H. Woods, secretary; Ed. P. Gaston, treasurer, and G. A. Bateman, chief chemist.

Texas Compress & Warehouse Co., incorporated for \$100,000, with F. J. Phillips of Greenville, Lucius Rash of Dallas and H. F. Underwood of Athens as incorporators.

Textile Electric Sign Company has established a plant at 3419 Trezevant St. for the manufacture of electric and pressed steel signs. P. S. Borich, president, and J. C. Pickett, manager.

Henry Vogt Machine Company, Louisville, Ky., manufacturers of ice and refrigerating machinery, water tube boilers and refinery equipment, has leased offices at 1501 Magnolia Building and will soon establish Southwestern headquarters in Dallas.

W. & H. Walker, Inc., manufacturing chemists and perfumers of Pittsburgh, Pa., have designated Dallas as Southwestern distributing headquarters with J. T. Singer in charge of this territory. Mr. Singer is temporarily at the Jefferson Hotel.

Watson Cotton Seed Company, Waxahachie, Texas, has established offices at 1624 Kirby Building; Ferris Watson, president and general manager.

A. H. Wicker & Company, Inc., 418 Wood St., chartered July 11, \$40,000 capital, to operate gins and cotton mills in Texas; A. H. Wicker, M. H. Perry and W. E. Todd, incorporators.



Buy Thrift Tickets and Help Build Greater Fair

FINANCING the splendid new \$150,000 building at the State Fair to house the exhibits of Dallas manufacturers and automobile dealers called for more immediate money than the State Fair Association had available. Hence the State Fair thrift ticket. Ordinarily you would spend \$2.00 for State Fair admission tickets. For that sum you may purchase five thrift tickets. In the same ratio you can purchase 25 thrift tickets for \$10, etc., a discount of 20%. Each thrift ticket is good for one 50c admission at either the main gates, vehicle gates, grandstand or coliseum, for whoever may present them, they being fully transferrable.

Purchase of the tickets simply means advancing money to the Fair Association and on it you virtually receive interest in the way of reduction in price. This is in no way a donation but it is an opportunity for every person to have a part in erecting this splendid structure—to have a part in making the Nation's greatest State Fair ever greater. President Smith of the Chamber of Commerce suggests to Dallas business men who are in the habit of purchasing blocks of Fair for distribution to employees or out-of-town customers on specific days, that this purchasing be done in advance by following the thrift ticket plan.

The Dallas Clearing House Association has purchased \$1000 worth of the tickets. These tickets are offered at thrift rates for a limited period only. Send in your remittance to the State Fair of Texas and the number of thrift tickets asked for will be delivered promptly.

Chamber of Commerce Day at State Fair Friday, Oct. 13

The Fair Association has named Friday, October 13 as "Chamber of Commerce Day" at the State Fair, it being generally agreed that Chambers of Commerce are not superstitious. The Dallas Chamber has extended invitations to the secretaries of Chambers of Commerce and throughout the southwest to attend a business conference here on that date. Alvin E. Dodd, manager of the Domestic Distribution Department of the Chamber of Commerce of the United States, has written that he will attend the meeting. He will be the principal speaker. Mr. Dodd is considered one of the world's greatest authorities on the distribution of merchandise. In addition a number of other prominent speakers will likely be secured and a most interesting and helpful get-together conference be held.

Plans Made to Increase Trade With Mexico

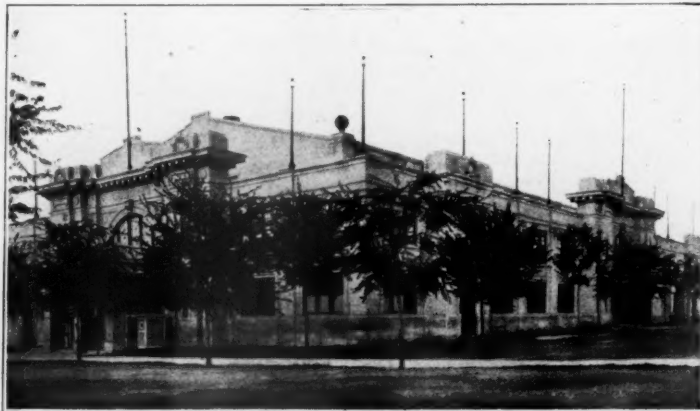
Plans for increasing the trade of Dallas manufacturers and wholesalers in Mexico will be worked out at a series of meetings of the Foreign Trade Committee of the Chamber, the first of which was held during July. The Chamber has taken up with the U. S. Chamber of Commerce and the Federal Department of Commerce certain tariff adjustments which it is believed will result in increased trade between the United States and Mexico. Efforts will be made to obtain a conference between the United States and Mexican Departments of Commerce at which time tariff corrections will be sought. Under the present system of tariffs in Mexico, duty is charged on a weight basis rather than a valorem.

Goat Meat to be Known as "Chevon"

To popularize goat meat the Texas Sheep and Goat Raisers Association conducted a contest to decide upon a new name for goat meat. Mrs. E. W. Hardgrave of Sanderson was the winner with the name "chevon" from the French word meaning mutton. Texas is one of the leading goat-raising States and greater use of chevon will be of much benefit to the State.

Dallas Third in Telephones Per Capita

Dallas ranks third in the United States in the number of telephones per capita, according to F. M. Hoag, general manager of the Southwestern Bell Telephone Company. In the exchange area at Dallas there are 42,000 telephones to the population of 180,000, or one to every four and one-half persons. The statistics on record is in Seattle with a telephone to every four persons.

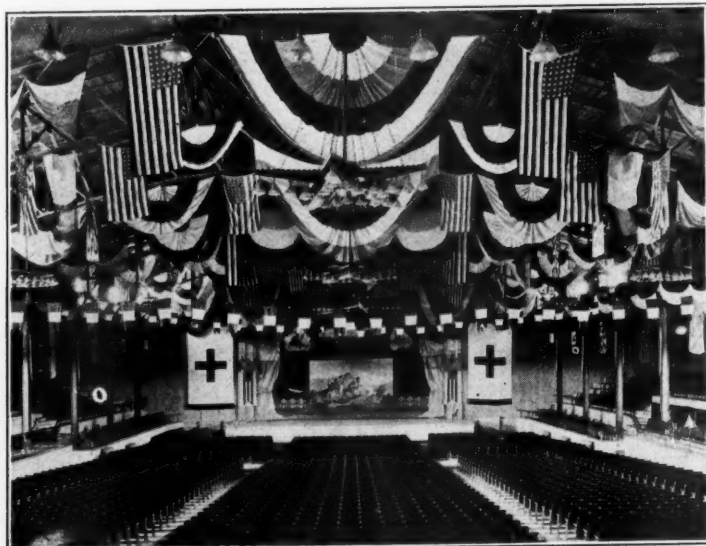


STATE FAIR COLISEUM

Olmsted Outlines Plans for Greatest Fair

PRESIDENT Harry A. Olmsted's plea to the business interests and the citizenship of Dallas is for co-operation to the end that the State Fair of 1922 shall be the most successful of all. "Thus far ahead of the opening date, Oct. 6," he said, "co-operation may best be given through 'boosting' the Thrift Ticket campaign. It is well understood that the sale of Thrift Tickets was agreed upon so as to aid in financing the new Manufacturers' and Automobile building. With that accomplished, co-operation along other lines, later on, will, undoubtedly, automatically assert itself. Push Thrift Tickets now, so that the success of the Fair itself will be assured. With the campaign successfully put over the rest will be easy."

Mr. Olmsted, touching upon the new attractions for this year's Fair, pointed out that West Texas counties in large number, are already at work upon their exhibits. Potter County so reported several weeks ago. The same is true of Hale County and Clay County. West Texas crop yields are good this year, and West Texas will show to the thousands of visitors, he says, the products of their section of the State, in most attractive manner.



INTERIOR COLISEUM, FAIR PARK



ONE OF THE MANY BEAUTIFUL VIEWS AT FAIR PARK

New Radio Department

HE also referred to the new "Department of Radio" and the radio show as planned for the thirty-sixth annual Fair. A big feature will be the operation of a broadcasting station in connection with the show—something that has not been done at any other radio exhibition anywhere in the country, it is declared. The Mexican Artillery Band, which will come by special permission of President Obregon, will be the principal musical feature, and among the amusement attractions will be Lillian Boyer, famous young aviatrix, whose "Flying Circus" will be given before the grandstand daily, and "Mystic China," the spectacular fireworks and pyrotechnic display, which will be a nightly feature in the race track infield, and which will be viewed from the grandstand. This spectacle, it is said, is the most ambitious in the

way of fireworks display ever brought to the southwest, requiring as a background a set structure more than a hundred feet long.

"The Press of Texas," said President Olmsted, "has been wonderfully generous in its pledges of co-operation in the way of publicity for the Fair. Texas editors have shown their broadmindedness in their proper conception of the Fair as a State institution, and as such are telling their readers the full details of what they may expect in the way of instruction, education and entertainment when they come to Dallas. With such sincere earnest co-operation as they are giving also shown by Dallas business men and Dallas citizens, the State Fair of 1922 will go down in history as the Fair of all Fairs."

Second Dallas Picture Shown Here

"The Spirit of Co-operation," the second in a series of one-reel motion picture films produced by the Fitzhugh Film Company, was shown at the Old Mill Theater in July. The Chamber co-operated with Mr. Fitzhugh in the preparation of the film. It shows how in 1885 a small band of energetic citizens decided to build here a permanent fair, and how the State Fair has progressed throughout the years. It also takes up various lines of manufacturing. The keynote of the picture is the co-operation of Dallas citizens. The first of the series was "The Magic City," one of the features at the opening of the Hope Theater, and which later was shown in some thirty Texas cities and towns.

I. F. Bromberg has purchased the two-story building at 804-6 Commerce St., occupied by the Willard Hat Co., from the Southwest National Bank for \$90,000.

Dallas

Official Organ of the Chamber of Commerce, published monthly in the interests of Dallas

Z. E. BLACK, EDITOR

Vol. 1 August, 1922 No. 8

DALLAS CHAMBER OF COMMERCE

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Chamber of
Commerce of
the United
States

Your Name and Address

We at all times endeavor to keep our mailing list corrected; however, this cannot be done in some instances without the help of our members. In case your mail from the Chamber is not correctly addressed, or, in case you change your present address, if you will notify the Chamber promptly, either by phone or otherwise, it will help us materially in keeping our mailing list corrected.

E. A. Wood Accepts Position as City Plan Engineer

E. A. Wood, former engineer of the Chamber of Commerce Metropolitan Development Association and latter Service Manager for the Chamber, accepted the position as the first city plan engineer to be employed by the city, entering upon his new duties August 1. The City Plan Commission's request that a budget of \$6,000 for its work the coming year was allowed by the City Commission last month and Mr. Wood was at once tendered the position. The officers and directors of the Chamber are highly gratified at this progressive step by the city authorities. It is right in line with the efforts and ambitions of the Chamber. City planning work should be centered at the City Hall, where the accepted plans for a better Dallas in which to live and work are carried out. The Chamber also congratulates the city upon its happy choice in its first engineer as Mr. Wood, being eminently qualified for the position and having worked under the direction of those famous city plan experts, George E. Kessler and Robert Whitten, should bring about most gratifying results.

Wallis is Named Service Department Manager

In addition to his duties as Assistant General Manager and manager of the New Industries Department of the Chamber, Clyde V. Wallis will assume the duties of E. A. Wood, manager of the Service Department of the Chamber. Mr. Wood resigned to become City Planning Engineer for the City, as mentioned elsewhere in this issue. It is the plan of the Service Department to resume some time in September weekly membership meetings of the Chamber.

Chamber Staff Gives Radio Talks

The Chamber acknowledges with thanks the privilege enjoyed by three of the staff in extending a message to the Southwest via radio the past month. General Manager Charles Saville discussed general business conditions and Sam Fowlkes, manager of the Retail Merchants Department, spoke on Dallas as a convention center and retail center over the W. R. R. service, and M. J. Norrell, manager of the Wholesale Merchants and Manufacturers' Departments, spoke on a "Greater Southwest," stressing Dallas as a Wholesale center, from the W. F. A. A. broadcasting station.

New Chamber Members of Past Month

K. R. Barton, 301 Interurban Building, Broker, Cotton Seed Products.
Warren M. Beaman, Inc., 1209 Magnolia Building, Broker.
Dr. E. R. Carpenter, 206 S. W. Life Building, Surgeon, Diseases & Injuries of the Head.
Clayton Oil & Refining Co., 1620 Kirby Building, Oil refining.
Commercial Union Assurance Co., Ltd., 1204 Dallas County Bank Building, Fire Insurance.
Dallas Stereotype Company, 1612 Bryan St. Stereotype plates.
Dallas Sash & Door Company, Crowder & Indiana Avenue, Sash and Doors Millwork.
Finn & Dunne, Hope Theatre Building, Dallas Texas, Architects.
Gerhart Marketing Organization, 4607 Virginia Avenue, Business Building Campaigns.
W. N. Gillentine, 3207 Elm Street, General Wrecking.
Gustafson & Spencer, Inc., 2016 Magnolia Building, Petroleum Marketers.
C. A. Hale, 417 Southland Life Building. Auditors, accountants and tax consultants.
Howard & Alderson, 907 Kirby Building, Travelers Insurance Co.
Janes Contracting Co., 1609 S. W. Life Building, Contractors, Sewer, Water Works, Paving.
The Lampert Co., of Texas, 807-809 Elm St., Wholesale Dry Goods.
Pearlstone Mill & Elevator Co. Inc., Hickory and Mays Streets.
Phoenix Iron Works Company, 512 Slaughter Building, Steel Storage-Refinery Equipment.
Rapid Addressing Machine Co., 501 Magnolia Building, District Manager.
J. F. Reeves, 906 South Ervay St., Pierce Arrow distributors for Texas.
Sheegog Printing Co., 314 S. Ervay, Printing.
T. F. Smith, 5051 Gaston Avenue. Oil.
Southwestern & Graphic Film Corporation, 1911½ Commerce St., Film Exchange.
John M. Spellman, 311 Magnolia Building, Patent and Trademark Attorney.
Geo. E. Spera, 128 Sunset Avenue, Salesman.
Triangle System Stores Co., 301-2 Magnolia Building, Chain Grocery Stores.
Walker & Beane, 1419½ Commerce St., Cotton merchants.

Members Invited to See Chamber Books Audit

The regular semi-annual audit of the accounts of the Dallas Chamber of Commerce has just been completed by Peter & Moss. All members of the Chamber are invited to inspect this audit upon a visit to the Chamber of Commerce. Because of lack of space the audit is not published.

Publicity for Dallas

THE ninth annual official guide for shippers and travelers to the principal ports of the world, a 1100-page leather-bound volume elaborately printed, issued by the Osaka Mercantile Steamship Co., Ltd., Osaka, Japan, carried an illustrated four-page story on Dallas. This was the only inland city shown in the book. Its editor told the Chamber that Dallas was portrayed because it is the largest inland cotton market in the world. Among views shown was the Dallas skyline as taken from the T. & P. Building, the City Hall and Union Terminal Station, Butler Bros. and the Kirby Building.

Donnelley's Red Book of Southwestern Manufacturers and Wholesalers, issued by R. H. Donnelley Corp., Chicago, carried a two-page write-up of Dallas furnished by the Chamber, together with 26 pages devoted to a classified list of Dallas manufacturers and wholesalers. The book is distributed to all business telephone subscribers in the Southwest, totalling several thousand.

The Earth, official monthly publication of the Santa Fe Railroad System, issued at Topeka, Kansas, carried a page in its July number entitled "Dallas, City of Prosperity and Progress." The story and illustrations were furnished by the Publicity Department of the Chamber. The Earth is issued in very large quantities and distributed to a mailing list of thousands who write the Santa Fe for information on the Southwest.

The Southern Florist, Fort Worth, official publication of the Texas Florists' Association, featured a story on Dallas, furnished by the Chamber of Commerce, in its June 23 issue. The issue also carried editorial mention of Dallas together with three views of the Coliseum and other scenes in Fair Park, the 1922 Convention having been held at the Coliseum in July.

Texas Laundry News, San Antonio, official organ of the Texas Laundry Owners' Association devoted two pages in its June issue to statistics on Dallas furnished by the Chamber of Commerce and to a story on the State Fair, together with a page of views of State Fair Buildings, furnished by the Publicity Department of the Fair. The issue had wide circulation, being sent to members of the National Laundry Owners' Association which will conclude its convention at Houston Oct. 7. Tom Leachman and other Dallas laundry owners are making strong efforts to induce delegates to the convention to stop off in Dallas for a visit to the Fair upon their return trip.

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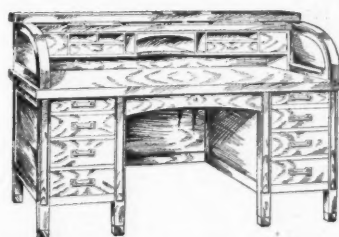
OUR ACCURATE RECORDS OF THE
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Why Dallas People Should Buy Dallas-Made Goods

BELLOW is published the essay by Miss Lillian Kinser, 612 Elsbeth St., Dallas, which won first prize in the essay contest conducted by the Junior Chamber of Commerce, and gave her 500 points in the competition for the trip to Yellowstone National Park awarded through the Manufacturers' Department of the Chamber by Frank Reedy. Awards for essays presented by other contestants were as follows: J. A. Wolwood Jr., 400 points, H. B. Criswell, Jr., 300 points, J. C. Phillips, 200 points, and Miss Irma Stephenson, 100 points.

Miss Kinser was a member of the 1922 graduating class of Oak Cliff High School.

Her essay, entitled, "Why Dallas People Should Buy Dallas-Made Products," follows:

"Dallas is located in the heart of the black prairie region of North Texas. It is the financial center of the Southwest, one of the twelve leading business centers of the Nation, the first city in the United States in the manufacture of saddlery, harness, and ginning machinery, and the second largest distributing point for agricultural implements in the world. Dallas is a city known throughout the country for its fine spirit, its homes, its schools and its churches.

"And what has caused the astounding growth of this city, which makes it stand out pre-eminent among those of the Southwest? The answer lies in the fact that Dallas citizens patronize and boost home industry, taking infinite pride in the institutions of their city.

Helps Neighbors

THERE are two main reasons why Dallas people should buy Dallas-made products. The first of these is the debt which every man owes to his fellow citizen, who have made possible his safe, comfortable existence. When one buys products made in Dallas, he is helping his neighbor and paying back, in a measure, that debt which many leave forever unpaid. The second reason is the dominant pride of every true citizen in the welfare and progress of his home town. When we buy Dallas-made

goods, we create a greater demand for them. An increased demand for these products necessitates more workers in the factories to meet the requirements of the populace. More men in the factories means an increasing population, which results in building and furnishing of more homes. It is a fact that from Jan. 1 to June 1, 1922 building permits in Dallas totaled \$8,000,000. With the coming of more people, more food and other commodities must be produced calling for more and still more laborers. And so the endless cycle goes on, with the city growing bigger, better and more public-spirited each day.

"Moreover, business firms in other places, watching the growth of our city, decide that Dallas is the ideal place for them to take up their abodes, and so the first five months of this year have witnessed the location in Dallas of 300 new firms.

Keep Money Circulating

FURTHERMORE, by purchasing Dallas-made products we can keep the money made in Dallas in circulation here, thereby increasing the wealth of the city. The adherence of Dallas citizens to the principle of spending their money here caused Dallas to rank twenty-second in the bank clearings in 1921, although she ranks forty-second in population.

"All of these excellent results have come from purchasing Dallas products, and there is no limit to the good which may accrue as the years go by. 'It's in Dallas' means not only magnificent buildings, factories, miles of paved streets, and a large citizenship, but that neighborly spirit, that interest in public welfare, that civic pride—all of which can be immeasurably strengthened by patronizing home industry."

Housewives' Guide Distributed

The housewives' guide of products made in Dallas, compiled and issued by the Manufacturers' Department of the Chamber of Commerce, was distributed the past month to 20,000 Dallas housewives. Any one who has not received a copy may secure it upon application to the Chamber. The

guide contains 15 closely printed pages and shows practically every product made in Dallas, and the name and address of factory producing it.

The guide carries a note: "For the sake of increased employment, to insure additional manufacturing plants, and that business may be better and conditions more secure, the housewives of Dallas are urged to insist upon products made in Dallas."

Factory Total for County is \$116,160,150

DALLAS County had 492 manufacturing establishments in 1919 with an output for the year of \$116,160,150, according to the Federal census returns just announced for Texas counties. The census showed the average number of wage earners in the factories to be 8,708 and the annual payroll \$8,752,026. Rent and taxes paid by the factories was \$3,132,609; cost of materials, \$83,488,609; value added by manufacture, \$32,671,541; primary horsepower, 33,027.

The census showed the total manufacturing of Texas for 1919 to be \$999,995,796. This would mean that Dallas County produced 11.6% of the goods made in Texas for that year.

As previously announced by the census, the incorporated limits of Dallas contained 457 factories with an output for 1919 of \$93,650,000, Dallas leading all cities of the State manufacturing, just as it had done on earlier census years. The bulk of the manufacturing that swelled the county figures over the figures for Dallas proper is represented mainly by two cement factories, the refineries and metal working plants just outside the city limits, chiefly in West Dallas and Cement City.

The "Made-in-Dallas" campaign being conducted by the Manufacturers' Department of the Chamber of Commerce is resulting in benefit to the city as a whole, as well as in increased business for the factories, according to Boude Storey of the Atlas Metal Works. "A number of firms have had a noticeable increase in business as a result of the campaign and we are very well satisfied with the results obtained thus far," he said. Similar comments are being received by the Chamber from other manufacturers.

Splendid Year Ahead of West Texas Briggs Report Shows

The entire space in Holland Southwestern Report of July 1, 1922, is devoted to a report on West Texas as prepared by Frank A. Briggs of the editorial staff of Farm and Ranch, following a three weeks' tour of West Texas. The report dwells at length upon the marvelous development of West Texas the past generation and stresses the splendid conditions and outlook there this year. In concluding his report, Mr. Briggs says:

"There is just a touch of the old West left. Here and there are cattle ranches on which the white-faced Hereford has replaced the long-horn. Although these ranches often contain several thousand acres, more frequently they are confined to a much smaller area, and on each ranch will be found a well cultivated farm with modern out-buildings, silos, gasoline engines, tractors and modern machinery of all kinds. The cowboy is more apt to drive to town in a car than he is to drive a pony, and sometimes he does this without removing his spurs. Again, we have the big farmer in the west with 1,000 to 5,000 acres in wheat which is harvested with a machine known as the "combine," which heads, threshes and deposits the grain in a wagon. There are large ranches and big farms, all operated in a modern manner and on a business basis, but the glamor is gone, and the spirit of the old West has been directed along lines of development of agriculture and the production of better beef and dairy animals, hogs, sheep and poultry.

A Land of Opportunity

"It is a great country and capable of supporting twenty times its present population. In 1922 it will produce more per capita than any other section of the country that can be named. A three week's trip of investigation failed to find one farmer, either tenant or owner, and there are few tenants, who was dissatisfied with conditions and his prospects? Bank statements conclusively prove that while West Texas was frightened during the period of business depression, it was not hurt. Not a banker or merchant was interviewed who did not radiate optimism. They are looking ahead to the greatest year in the history of the country."

Booklet on Community Shows Issued

"Dallas County Community Shows" is the title of a 36-page pamphlet issued by the five Dallas County towns where community shows will be held this fall, under the auspices of the Agricultural Department of the Dallas Chamber of Commerce, the Commissioners' Court and A. & M. College extension service. Copies of the booklet may be secured at the Chamber of Commerce. It gives full information as to premium lists, etc., on the shows featuring agriculture, live stock, poultry and home economics to be held at the following points: Richardson, Sept. 1-2; Lancaster, Sept. 8-9; Grand Prairie, Sept. 15-16; Mesquite, Sept. 22-23; Carrollton, Sept. 29-30.

Heads First Municipal Bond & Mortgage Co.



Robert L. Warren

Former Senator Robert L. Warren has been elected President of the First Municipal Bond & Mortgage Company of Dallas. He was formerly a resident of Terrell, Kaufman County and has long been identified with the financial growth of Dallas. The first Municipal Bond & Mortgage Company is a Texas corporation, \$250,000 capital, with home offices in the Scollard Building, Dallas. The complete board of directors is W. M. Harris, S. J. Houghton Jr., George F. Sturgis, W. C. Giberson, E. W. Luna, Otto H. Lang, John P. Hart and Robert L. Warren.

Mexia Great Oil Producer

During the twelve months ending June 24 the Mexia field produced 27,000,000 barrels of oil, in value between \$30,000,000 and \$40,000,000. This field extends to within 70 miles of Dallas. This new oil field is another evidence of the many opportunities existing in Texas.

A Businesslike School of Business

The Dallas School of Commerce and Finance of Southern Methodist University has from its beginning combined the practical aspects of business training with the theories taught in the classroom.

Through the complete cooperation of the Dallas Chamber of Commerce, and the business houses it represents, this school uses local business houses as laboratories; obtains nationally known business men as instructors and lecturers and gives paid part time employment in actual business to its students.

A strong staff of resident professors offers courses in all standard business subjects of university grade. These include accounting, business administration, insurance, real estate, applied economics, personnel management, foreign languages, salesmanship, commercial applications of mathematics, business English, etc.

These courses are offered at the University during the day and at the Dallas Chamber of Commerce during evenings. Special courses are given at business houses for employees.

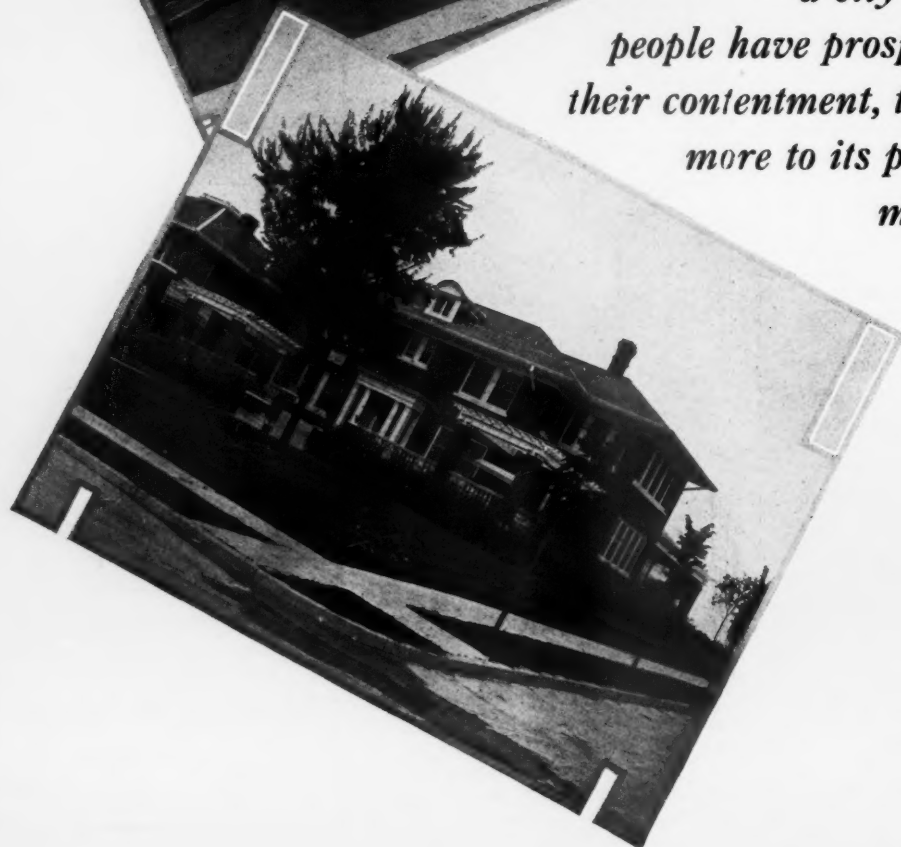
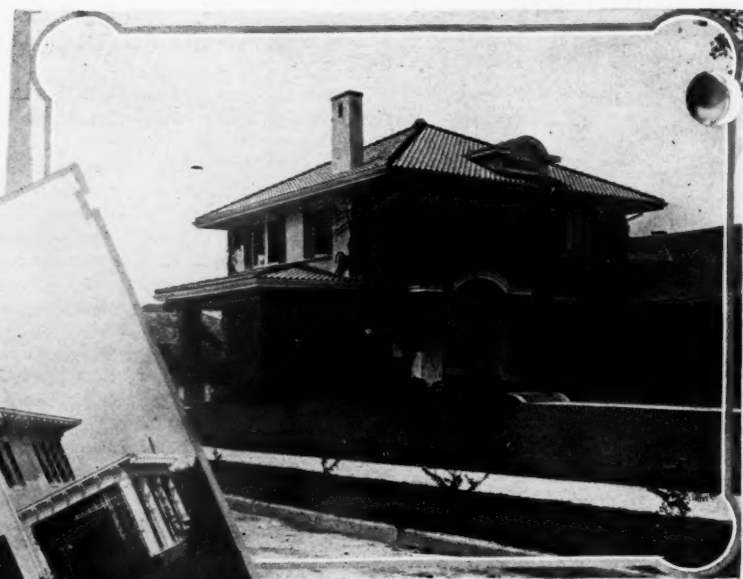
This is a Dallas school of University grade that makes available to young men and women of the Southwest opportunities for business training in which are combined all the elements of theory and practice so much demanded at this time.

For further information address

**Dallas School of
Commerce
OF
Southern Methodist
University
DALLAS, TEXAS**

Dallas Leads All Texas Cities
in the Number of Homes.

—1920 Federal Census



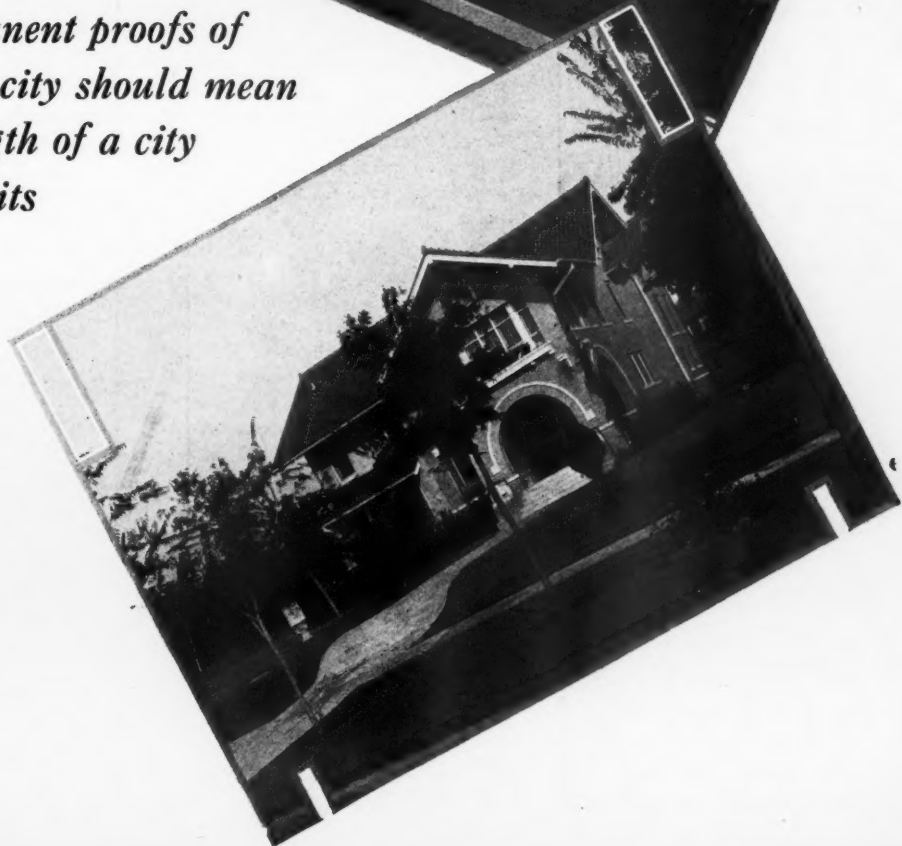
Some of Dallas' 4

*—a city of beautiful substantial
people have prospered and have built in
their contentment, their happiness and the
more to its people than wealth in do
makes its best expression
people build in a
they belie*



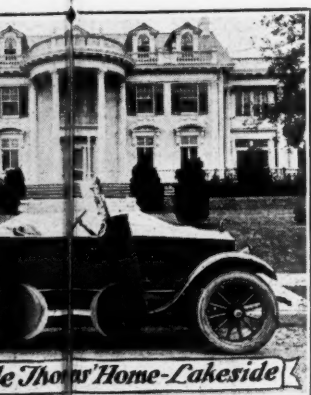
Orville Thomas' Ho

Dallas has Erected 6,000
New Homes in the Past
Three and one-half Years

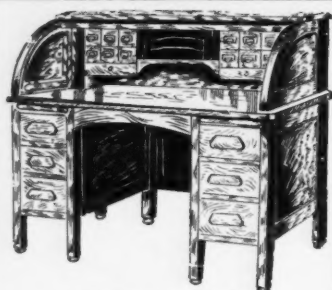


Dallas' 40,000 Homes

*stantial homes means that its
built into the city permanent proofs of
and their prosperity—a city should mean
th in dollars—the strength of a city
pression thru the homes its
ld in a city in which
ey believe—*



The Thomas Home-Lakeside



NEW AND USED OFFICE FURNITURE

ASKEW OFFICE FURNITURE EXCHANGE
L. E. Askew, Mgr.
310 North Akard St.
Near Pacific Phone Y 1220

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Open daily, 9 a. m. to 8 p. m.
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THE REPUBLIC NATIONAL BANK

Capital	Surplus
\$1,000,000.00	\$125,000.00



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All Kinds

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Standard Stock Companies Only

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604-10 PRAETORIAN BLDG.

Convention List Already as Great as in 1921

DALLAS has entertained more conventions so far this year than during all of last year. One reason for the increased number of conventions is the activity of the re-organized Convention Department of the Chamber, in co-operation with the recently organized Dallas Hotel Men's Association. Any person planning to attend a convention in some other town or State during the remainder of the year is urged to get in touch with the Convention Department of the Chamber if they would like for an official invitation to be extended to the convention to choose Dallas for a later meeting place.

Our Convention Department has been active the past month in endeavors to secure a number of conventions for Dallas, including the National Dental Association, National Music Merchant's Association, National Greeters, National Business Women's Association, National Federation of Women's Clubs and National Association of Retail Credit Men. A representative of the Convention Department visited the two last named in the interests of Dallas.

A very attractive illustrated folder setting forth the advantages of Dallas as a convention city has recently been issued in 10,000 quantity by the Department for distribution at Conventions, both with a view to securing conventions, as well as to advertise Dallas.

One of the largest and most interesting conventions held here the past month was that of the State Florists held at the Coliseum July 5-7, which was attended by fully 200. A most beautiful display of flowers, plants and florists' supplies was enjoyed by the delegates as well as by hundreds of Dallas people who visited it.

The Texas branch of the National League of Postmasters also held its annual convention here July 12-13 in the Chamber of Commerce auditorium, with about 50 in attendance.

About 200 Methodist ministers from all over Texas attended a ten days' short course at S. M. U. July 4-14. A number of them were taken on visits to some of the leading dairy and live stock farms of the county and entertained with a barbecue and watermelon feasts.

Seeking a Location in Dallas?

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DR. CLAUDE WOLCOTT



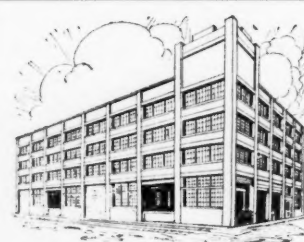
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DALLAS, TEXAS

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Architect and Structural Engineer

Factory Design, Warehouses and
Concrete Structures

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Better prepared to serve you than ever.

We have one of the most modern warehouses in the Southwest. In addition have recently placed in operation one of the most modern cold storage plants in this vicinity.

Insurance rate, 16c per hundred per year. We advance money on goods placed with us.

Merchants Fireproof Storage Co.

1301-7 Broom St. Phone Y 4795
DALLAS, TEXAS

New Business Reference Books at Library

Miss Betsy T. Wiley, librarian at the Dallas Public Library, has announced the receipt of several business books that will be of value to the business interests of Dallas. The library will be glad to answer any telephone inquiry, Y-5303.

Four of the more recent books are as follows:

Donnelly's Red Book of Southwestern Manufacturers and Distributors.

Classified lists of Saint Louis, Greater Kansas City, Omaha, Oklahoma City, Tulsa, Dallas, San Antonio, Ft. Worth, and Houston manufacturers and distributors arranged in alphabetical order under their respective business headings.

New International Year Book 1921.

Outside the political field, the articles on industrial subjects, social economics, and applied science are of special importance, including railways, shipping, agriculture, city planning, and the groups of articles on the respective industries and their products.

Thomas' Register of American Manufacturers.

The primary object of Thomas' Register is to serve as a national purchasing guide. It includes the names of all manufacturers, producers, importers, and all other similar sources of supply, in all lines, and in all parts of the United States.

Industrial Directory and Shippers' Guide, published by Traffic Dept. of New York Central Lines:

This volume is compiled for the benefit of manufacturers, merchants, agriculturists, etc. Authoritative articles on all phases of commercial activity and inter-related transportation suggest closer co-operation between shipper and carrier. Pages devoted to description of cities and towns analyze industrial organizations put manufacturers, merchants, and others in touch with communities where trade may be advantageously developed.

JNO. H. LOVE

Insurance and Bonds
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ADVERTISING DIRECT BY MAIL

Complete Selling Service Personalized
"Better built letters build better business"

SOUTHWESTERN LETTER SERVICE

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A Business Coupe of Steel

Dodge Brothers offer to the business public of America an entirely new principle in Coupe body construction.

From framework to window mouldings the body is built of steel. It is the first all-steel closed car ever marketed. This design anticipates every possible requirement of commercial travel. It insures unusual quietness—unusual grace—unusual stamina. It has made it possible to give the Coupe that same lustrous baked-on enamel finish for which Dodge Brothers open cars have long been famous.

The upholstery is of genuine leather—leather that will wash and wear. The seat is wide and comfortable. Carrying compartments are accessible and spacious. The car is equipped with a heater, dome light, window levers, windshield cleaner, cord tires, Yale door locks, and every other appointment necessary to the owner's comfort and protection.

Built inside and out to withstand the wear and tear of everyday use, it retains the same lightness and beauty of line which you are accustomed to look for in Dodge Brothers cars. It is the Business Coupe which business people the world over have been expecting—from Dodge Brothers.

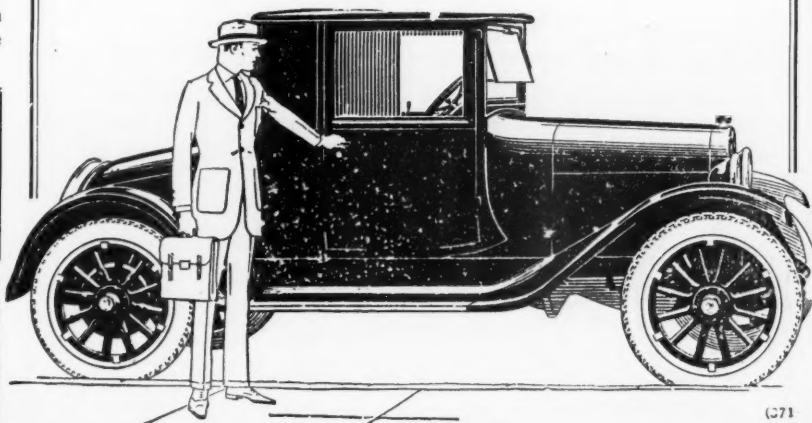
The price is \$980 f. o. b. Detroit

PERRY MOTOR CO.

615 Good Street

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"Good Street for Good Service"



The Original D. P. Cleveland

"FLOZOFF METHOD"

For removing paint from Automobiles, Furniture,
Houses or any painted article.



Process fully covered by patents.



A profitable, money-making proposition.

For particulars, see or write

Universal Paint Remover and Motor Cleaning Co.

Owners

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WESTINGHOUSE BATTERIES

Guaranteed Eighteen Months
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Free Service on any Make Battery

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"MADE IN DALLAS"

HEALTH AND ACCIDENT INSURANCE

ITA

Nineteen years of successful operation under the Texas insurance laws recommends the I. T. A. to men of discernment.

Our \$50.00 Weekly Benefit; \$5,000-\$10,000 Accidental Death Policy is a prime favorite with Merchants, Manufacturers, Traveling Men, Railroad Officials, Bankers, Lawyers, Doctors, Department Managers, etc., etc.

Over \$800,000.00 paid in benefits to date.

Phone X 1674, or call, Rooms 727, 728, 729, 730, 731 and 732 Wilson Building.

International Travelers Association, Dallas, Texas

PRICE CROSS, President

BEN HAUGHTON, Sec'y-Treas.

Dallas Celebrated First Train 50 Years Ago

On July 16, 1872, fifty years ago, Dallas celebrated the arrival of its first regular passenger train, which came in on the Houston & Texas Central Railroad. But few of the Dallas County men mentioned as taking part in the barbecue and celebration are now living. Among them are Captain June Peak, former chief of Police of Dallas and ex-ranger captain, and the Hon. Charles H. Jenkins, then a law student and writer of poetry under the name of Charles O'Malley, now a member of the Court of Civil Appeals at Austin. The barbecue was held in a grove now roughly bounded by Swiss, Washington and College avenues, where the Baptist Memorial Sanitarium is now located.

Dallas had less than 5,000 people when its first passenger train arrived. It now has a population of more than 230,000, with 86 steam passenger trains and 186 interurban electric trains daily.

Importance of Renewing Government Insurance

The directors of the Chamber of Commerce wish to suggest to Dallas employers that they encourage their ex-service men employees to reinstate and convert their war risk term insurance. Every ex-service man who has allowed his war risk term insurance to lapse should arrange to reinstate and convert his insurance because the U. S. converted life insurance contract is a more valuable contract than it is possible for the insured to purchase from any privately-managed life insurance company, excellent as the latter usually are. The Government took great pains to carry out this feature because it promotes the operation of a systematic thrift on the part of the insured. The sub-district office where the insurance may be reinstated and converted is on the second floor of the Baker Building.

It is also the earnest wish of the officers and directors of the Chamber that local employers co-operate to the fullest extent with the Veterans' Bureau in connection with the employment of ex-service men, whose business lives were so seriously disarranged as a result of their patriotic service to the country.

J. W. L. Hall of New Boston has been elected secretary of the Texas Farm Bureau Cotton Association, succeeding Jeff D. Montgomery, who died recently.

Compliments for Chamber Magazine Received

Burt Rule, manager of the publicity department of the Houston Chamber of Commerce has written the Dallas Chamber as follows:

"The writer wishes to commend you upon the very creditable publication you are putting out. The magazine "Dallas" is of such a high character as a medium of civic advertising that it not only boosts Dallas in particular but is of great value in a publicity way for the State of Texas as a whole."

E. W. Mentel, business manager of the Kansas Citian, official publication of the Kansas City Chamber of Commerce, has written in highly complimentary vein with regard to the Chamber magazine "Dallas." He inquires as to the size force necessary to handle it and makes other inquiries as to its management.

George B. Webster, advertising manager for the Dallas Church World, has written complimenting the cover of the July issue of "Dallas," which showed the Main Street view.

Crane Enters Contracting Business.

H. H. Crane, who for some time has been a member of the Chamber staff, has joined with E. V. McCright of the McCright Construction Company, general contractors and builders. The new company will be known as the McCright-Crane Company. It is chiefly active in the construction of high class residences. Although it has been in existence but a month, the company has several jobs under construction, including residences of W. L. Logan and C. W. Forrest of the Higginbotham, Bailey, Logan Company, and extensive repair work on the Buckner Orphans' Home.

Aurora Automobile Products Company, Aurora, Ill., want a manufacturers' agent to represent them in Texas.

Lang & Witchell

Architects and Structural Engineers

American Exchange National Bank Bldg., Dallas

For Baggage and Taxicab Service
Call the

BONDED TRANSFER CO.

X or Y 1707

Union Terminal Authorized Agent

Are You Coming to Dallas?

With the largest force of trained men in their respective lines in the city, specializing in City Real Estate in all its branches, we are specially equipped to render valuable service to the new citizen of Dallas.

We have located many of the larger as well as smaller business houses moving to Dallas, and will refer you to them as our best references for

"Dependable Real Estate Service"

Rucker & Jones

REALTORS

Adolphus Annex

PAINT



Factory Direct to You

"DEPENDABLE QUALITY PAINTS FOR EVERY

PURPOSE—A CAN OR A CARLOAD"

Manufactured in our own Factory, equipped with highest type mills, under careful, expert supervision. Our Paints meet the most exacting industrial and railroad tests. **THEY STAND UP.** Your inquiries and orders will receive prompt and courteous attention.

AMERICAN PAINT & SUPPLY CO.

Manufacturers of Paints

Factory and Office—DALLAS, TEXAS

C. H. SEABROOK, Vice-President

AL. H. REED, Sales Manager



W. C. Connally & Jas. P. Thomas
We specialize in high class
Homes, Business, Industrial
and Trackage Properties
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Realtors
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PICKENS BURTON GARAGE

STORAGE, WASHING
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Modern Automobile Refinishers
Your Car Enamel Painted in
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For efficient STENOGRAPHERS, BOOK-
KEEPERS and office help of all kinds.
Only competent help recommended. TRY US

EMPLOYERS SERVICE CO.

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ELECTROTYPES-STEREOTYPES
- COMMERCIAL ART WORK -
A. ZEESE ENGRAVING CO.
PREMIER PHOTO-ENGRAVERS
MAIN & MARKET STS - PHONES X1297-X1298

Fix New Speed Limit on Viaduct

Motor vehicles shall observe a minimum speed limit of 20 miles an hour and a maximum speed of 30 miles an hour in crossing the newly-paved Dallas-Oak Cliff viaduct, it has been decided following a conference of city and county officials. This plan is to speed traffic and prevent congestion. Horse-drawn and slow-going motor vehicles unable to attain a speed of 20 miles an hour shall drive within one foot of the right curb. The city police department will be in charge of traffic on the viaduct, although it is a part of the county highway system. The Oak Cliff viaduct is 5,840 feet in length and cost originally \$680,000 exclusive of paving. It was built at a time when labor and materials were much cheaper than now. It is said to be the longest concrete viaduct in the world.

Bank Deposits Show Increase

Bank deposits for Dallas' six national and six State banks on the call of June 30 totaled \$98,526,681, a gain of \$2,725,425 over the call of May 5, and \$14,000,000 over the corresponding call a year ago. Bank resources totaled \$123,561,930 on the June 30 call, a gain of \$3,405,200 over the May 5 call, and a gain of \$10,000,000 over the corresponding call a year ago.

Dallas bank clearings for the first half of 1922 exceed \$600,000,000. The clearings by months follow: January, \$112,240,428; Feb. \$97,754,521; Mar., \$103,242,889; April, \$92,922,795; May, \$100,234,058; June, \$95,423,080. Clearings for May, 1921 were \$96,395,197 and for June, 1921, \$93,724,950.

Fred G. Tongue has been appointed Freight Broker for Daniel Ripley & Company, operating steamships between Houston and Continental Ports, and Lykes Bros., operating vessels from Houston to the West Indies. Mr. Tongue is in a position to supply information regarding rates and sailings for vessels using the Port of Houston. Anyone desiring information can reach Mr. Tongue at 327-28 Slaughter Building.



SIMPLEX RADIO MFG. COMPANY

Manufacturers and Jobbers of
complete receiving units and
component parts.

MAGNAVOX DISTRIBUTORS

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Associated with the
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"It's In Dallas"

J. L. BURGESS L. E. BURGESS
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O. D. BRUNDIDGE O. A. FOUNTAIN
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Specialties—
Corporation, Insurance, Machinery and
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ENGRAVINGS

ART WORK, ETCHINGS, HALF TONES, BEN DAY CUTS,
COLOR ENGRAVINGS, PROCESS COLOR PLATES,
ELECTROTYPES, STEREOTYPES, MATS, etc.

HARPER ENGRAVING CO.
408 MARILLA ST. DALLAS PHONE Y 5385

RIGSBEE ELECTRIC CO., Inc.

Everything Electrical

X-4591; X-1579 1809 Main Street

Dallas Boiler Firm Now Repairs Tank Cars

What promises to be a new industry in Dallas has been started by the Texas Boiler Works, 3214 Hickory street. Heretofore cotton oil companies have been sending tank cars to Kansas City or other points for overhauling and repairing, according to Hubert H. Sharp, general manager of the Texas Boiler Company, but with equipment added by his concern the work is now being done in Dallas. In a letter to the Transportation Department of the Dallas Chamber of Commerce, Mr. Sharp said:

"We are very much pleased at the results you have obtained in connection with the switching charges on tank cars to our plant for repairs. This service meant much to us in getting this new branch of our business started."

Boy Scouts are Given 200 Acres of Land

John Shelby Wisdom, who lives fourteen miles southwest of Dallas and two miles from Duncanville, has given the Dallas Council of Boy Scouts 200 acres of land in that vicinity for their permanent camp. The Scouts are building a dam on the land deeded to them which will form a lake of from 10 to 15 acres. The clearing of the land in the basin where the lake will be will enable the troops to erect their own log cabins from the trees which will be cut. The Scouts have bestowed upon Mr. Wisdom the highest honor in Scouting, that of an Eagle Scout.

A yearling Holstein bull, Flowerdale King Dodo, valued at \$1,000, has been presented to the Scouts by Dr. A. E. Flowers of the Flowerdale Farm. The gift is a start on the stocking of Wisdom farm, the 200-acre tract presented to the Scouts.

Inter-City Freight Service

Between
DALLAS
and
FORT WORTH

Economical
Dependable
Quick Service

Binyon-O'Keefe

2107 Pacific Ave.
Phone Y-4617

He Was Greatly Pleased

"The manager of a leading Dallas institution traveled hundreds of miles to get contact with his customers and prospects. It was interesting, instructive and this executive did good work—but how few got his message for the amount of money, time and energy expended. Yet this man came back home, well pleased with what he had accomplished.

"That sort of publicity is fine—as far as it goes—but think, oh you men who have important messages for your customers and prospects, how quickly and economically you can get to each and every one of them by the right kind of letters.

"Call us up—X-3393; Y-4177—ask us to show you samples and tell you how you can benefit your sales by use of good letters.

Just phone—we'll do the walking.

Commercial Printing & Letter Service Co.

W. Marion Newman, Thos. R. Newman
J. R. (Bob) Sims, Jr.

Entire First Floor

North Texas Building

911 Main St.

Dallas

TAX EXEMPT MUNICIPAL BONDS

TO THE CONSERVATIVE INVESTOR our offerings in TEXAS Municipal Bonds are representative of our State in general.

YIELDS from 5% to 7%.
DENOMINATIONS \$100 to \$1,000.
MATURITIES 1 year to 40 years.

A Municipal Bond in SAFETY is second only to the currency of the Nation itself.

LEGAL for Savings Banks and Estates.

An inquiry is not an obligation, but a pleasure on our part.

DESCRIPTIVE circulars and price on request.

First Municipal Bond & Mortgage Company Inc.

Capital \$250,000.00

Telephone local X 4240 Telephone Long Dist. L. D. 566
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WE ARE THE ONLY MANUFACTURERS OF COTTON AND WOOL WASTE IN DALLAS

We also sterilize and pack our own sanitary white and colored wipers

Highest quality, lowest prices, dependable service

Samples and quotations on request

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—SPECIALIZING—
Office Forms, Business and Professional
Stationery—Conservative Prices

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Phone X 4445 1408 1/2 Marilla St.

DALLAS BUILDING AND LOAN ASSOCIATION

Authorized Capital \$20,000,000.00

Subject to Supervision of State Banking Department

SAVINGS

LOANS

Consolidated Carloading Company Now Here

The Universal Carloading and Distributing Company, 911 Marion St., is one of Dallas' newer concerns, having opened a branch here a few months ago. L. P. Ashley, manager of the Dallas office, reports that the company has offices in nineteen of the largest cities of the United States and handles more than 1,000 cars a month over its system. All shipments that have a carload rating of third class or lower are handled, and the service means better time in transit, reduced number of claims and lower freight cost, and all cars covered by insurance, he said. Dallas was chosen as the principal Texas office because it is the State's chief distributing center, he explained.

Two New Tenants Locate in Chamber Building

The five-story building purchased by the Chamber affording more room just now than the Chamber requires, the fourth and fifth floors were offered to the public. The fifth floor has been leased by the Texas-Louisiana Tariff Bureau, A. C. Fonda, chairman, which has heretofore had its offices in the Union Terminal Station. A portion of the space on the fourth floor has been leased by the recently organized North Texas Adjustment & Credit Interchange Bureau, Vernor Hall, formerly with Blair & Hughes Company, manager.

Dallas as a transportation center was the subject of A. L. Reed, manager of the Transportation Department of the Chamber, in an address over the W. R. R. broadcasting station the past month.

John D. McCall and J. E. Blain of Dallas have purchased a controlling interest in the Roby & Northern Railroad and become vice-presidents of the road.

Hanway & Williams

INSURANCE IN ALL ITS BRANCHES
203 Sumpter Bldg.
Telephone X-3822
Members of Dallas Chamber of Commerce

Putnam & Davis

Architects
Dallas County Bank Building
Dallas, Texas
Phone X-6564
Specializing in industrial and commercial work.

Dallas Cares for its Youth

Dallas is zealous in the interests of its youth, realizing that they are the foundation of our citizenship of tomorrow. Several items in this connection are of interest just now. The Dallas Baby Camp and Graduate Nurses' Training School celebrated last month its installation in its new site just south of Parkland Hospital. It now has a plant conservatively valued at \$17,000 and can care for 50 babies at a time throughout the year. The organization started nine years ago. It is one of the organizations on the list for support by the Welfare Council.

Ground was broken last month for the new home of Hope Cottage Association located at Wellborn and Sylvester streets, near the site of the new Shriners' Hospital for crippled children. Lester N. Flint donated his services as architect for the new building, which will cost \$50,000 and will have more than 100 beds. One of the new wards in the home will be exclusively for babies in perfect health and ready for adoption. Hope Cottage celebrated its fourth anniversary in June. Dallas has a large number of other organizations primarily interested in the welfare of infants and children.

City Health Department Issues Report

An interesting pamphlet received by the Chamber is the annual report for 1921 of the City Health Department, Dr. Wilson T. Davidson, director of public health. Noteworthy statistics in the 36-page booklet include the fact that on Jan. 1, 1922, there were 40,881 houses in Dallas as compared with 36,754 on Jan. 1, 1921. Of the 40,881 houses, 91.7% had sewer connections. The death rate per 1,000 population was shown to be 12 as compared with 13.9 for 1919, 17.2 for 1918 and 12.7 for 1917. There were 15,309 food inspections made in 1,933 establishments during the year; 5,249 inspections of 1,194 dairies, and 50,991 inspections of premises of houses. There are mentions of but a few of the activities of the department. The appropriation for the department was \$101,109.93.

HIGGINBOTHAM
-IT'S IN DALLAS-
COMMERCIAL
PHOTOGRAPHS

START YOUR ADVERTISING RIGHT BY
USING PHOTOGRAPHS THAT TELL THE
STORY.

1909 1/2 ELM. X-7184

Industrial Opportunities

Dallas affords many openings for the establishment of branch houses for distributing various products through the Southwest, and for the location of manufacturing industries.

The Texas and Pacific Railway serves many attractive sites in Dallas, well located, with **INDUSTRIAL TRACKAGE NOW AVAILABLE.**

Let us assist you in securing a suitable location.

Address,

FRANK J. BURKE,

Land & Industrial Commissioner,

The Texas and Pacific Railway,

Phone X 1221

Dallas, Texas

Dallas Title & Guaranty Co.



ABSTRACTS

TITLE INSURANCE

The Seal of Safety

Second Floor Dallas Trust & Savings Bank Bldg.

EDWARD GRAY
President

C. P. HAYNES
V. P. & Title Officer

EALY J. MOSES
Secretary

Under Supervision Commissioner of Insurance

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Smith Detective Agency and Nightwatch Service

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Phone X 1665

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LEWIS F. BRUBECK, Vice-Pres.

S. KOENIGSBERG, Inc.

See our Shantongs, Mohair and Tropical Worsteds for Summer Suitings
1306 1/2 Main Street.

Devoted Exclusively to Advertising Service—

THE United Advertising Agency announces with justifiable pride its occupancy (with allied concerns) of the **UNITED BUILDING**, Main and Haskell, Dallas.

It is a new departure in the advertising history of the South and Southwest—as it is the only building of its kind devoted exclusively to advertising service:

*Trade Survey Work
Merchandising Plans
Merchandising Counsel
Copy Preparation
Advertising Illustrations*

As betterment of facilities naturally leads to better service, we again confidently assure the business men of the Southwest that their advertising interests can be entrusted us.

United Advertising Agency of Texas

Dallas, Texas

Affiliated with
UNITED ADVERTISING AGENCY
New York, Newark, New Haven, Paterson,
Bridgeport, Toronto.
Resources Over One Million Dollars



An imposing granite shaft 10 feet square at the base and 42 feet and 7 inches in height was erected last month at the head of the grave of Colonel J. F. Strickland in Oakland Cemetery. Colonel Strickland, who died May 21, 1921, was well known as a builder of interurban and electric light and power plants over the Southwest.

Wirt Leake has been re-elected head of the local order of Blue Goose, insurance men's organization.

Edgar L. Flippen and Hugh E. Prather have purchased for \$99,000 the plant of the Planters' Cotton Oil Company, located near Fair Park.

Assistant Postmaster W. B. Luna of Dallas was elected president of the Texas Branch of the National Association of Supervisory Postoffice Employees at the convention in Waco last month.

The rediscount rate of the Dallas Federal Reserve Bank has been cut from 5 to 4½%.

The Texas Electric Railway Company has announced that during 1921 cars on its interurban and street car lines operating in North Texas traveled 60,000,000 miles and handled 16,500,000 passengers without having a fatal accident.

Local telephone calls for the month of June in Dallas averaged more than 500,000 a day, or about 2½ calls for every man, woman and child in the city. The telephone company states that the warmer summer months always result in an increase in the number of telephone calls.

Municipal Bonds and Warrants Bought and Sold

Loans made on first-class improved residence property in Dallas and on improved farms in the black land belt.

BREG, GARRETT AND COMPANY

1111-1113 Magnolia Building

Ground has been broken for the first link of the 90-mile belt line permanent highway which eventually will encircle Dallas. The first link is in District No. 4, including the towns of Grand Prairie, Florence Hill, Cedar Hill and Sowers. George W. Ledbetter is County Commissioner in this district.

At the invitation of the Denton Kiwanis Club a number of Dallas business men and civic leaders made the trip to Denton July 18 and were guests of the Kiwanis Club at a luncheon. The Dallas party was highly appreciative of the good fellowship and courtesies extended.

The annual State checker tournament will be held here at the Y. M. C. A. beginning August 8.

Stewart D. Beckley, cashier of the City National Bank, has been elected a member of the board of regents of the American Institute of Banking.

Commerce Street now extends all the way from the River to Fair Park, the name of Kentucky Street having been changed recently to Commerce by the City Commission.

Robert N. Watkin, Dallas music dealer, has been asked by the Associated Press to contribute a series of articles on "Music in the Southwest" to be broadcasted by them to the hundreds of A. P. newspapers in the Southwest.

George E. Franklin, who has been connected with the Franklin Auto Top and Paint Company, has purchased an interest in the Jones Realty Company, 400 Republic National Bank and the firm will be known in the future as the Jones-Franklin Realty Company, 400 Republic National Bank Bldg.

John R. Atkins, pioneer Dallas restaurant man and former proprietor of the Mecca Cafe, has opened the Atkins Lunch Room on the first floor of the Magnolia Building, Commerce Street side. Mr. Atkins' first restaurant, opened many years ago, was in the Southland Hotel Building.

J. L. Briggs of Oak Lawn won the fifth annual city parks tennis tournament completed last month.

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The Dallas Chamber was represented at the annual meeting of the Texas Commercial Executives Association held at Waco last month by General Manager Charles Saville and Assistant General Manager C. V. Wallis.

◆◆

Professor E. D. Jennings, present dean of the Texas Women's College at Ft. Worth, will come to Dallas during August to assume the direction of the School of Liberal Arts at Southern Methodist University, succeeding Dean A. S. Pegues who resigned last month.

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An excursion of Texas bankers this fall to New York via Havana, Cuba, is being planned. The 48th annual convention of the American Bankers' Association will be held in New York.

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Establishment of a new standard of entrance into Southern Methodist University has been announced. Fifteen college credits will be required for freshmen this fall.

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Change in Realty Firm

J. B. Rucker and W. D. Jones have purchased the interest of A. A. Heartsill in the firm of Rucker, Heartsill & Jones and the firm will be known in the future as Rucker & Jones, Realtors. There will be no other changes in the firm, Mr. Rucker said, save that the sales force will be augmented to cope with increased business from time to time. The firm will remain at its present location, 1317-19 Commerce Street, in the Adolphus Annex. Mr. Heartsill will announce his plans for the future at an early date.



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Dr. Joseph U. Yarbrough, who has been the head of the department of psychology and philosophy at Southern Methodist University, has accepted a position as professor in the bureau of psychology of the Carnegie Institute of Technology, Pittsburgh, Pa.

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A. E. Dove, city passenger agent for the Rock Island, has been promoted to the position as a general agent in the passenger department of the Rock Island with headquarters at Minneapolis.

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R. L. Pou, for many years dairy specialist for Texas A. & M. College, has been employed to manage the milk plant of the Dallas County Dairymen's Co-operative Association located in the former building of the Sunbeam Ice Cream Company, which has been remodeled.

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The name of the seventeen-story Great Southern Life Building was changed to the Kirby Building July 1, it having been purchased some time back from the Great Southern Life Insurance Company by John H. Kirby of Houston.

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Jess D. Bright has purchased the Ed Foy agency, exclusive Texas sales representative for the American Sales Book Co., Ltd., of Elmira, N. Y. The office and store will be continued at 1322½ Commerce Street. The transaction has no connection with the Ed Foy chain of local theaters. Sales Check books, grocers' order books, manifold books, bank deposit books, etc., are among the goods handled by the agency.

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The Commercial Printing and Letter Service Company sent out a postal to a large mailing list calling attention to their advertising in the July issue of "Dallas," giving page number, etc. This was appreciated in direct advertising for the magazine.

J. F. ZIMMERMAN & SONS SIGNS

Any Kind

2126 Cabell

Dr. L. N. D. Wells, pastor of the High Street Christian Church, Akron, Ohio has accepted the call to the pastorate of the East Dallas Christian Church, made vacant by the death of Dr. John G. Slayter.

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More than 150 women and girls who had been working with the Dallas County home demonstration clubs camped for two days at the recreation camp of the Dallas Federation of Women's Club at Bachman's Dam during July. Interesting programs were rendered throughout the stay.

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The largest delegations ever sent out of Dallas County to the annual Farmers' Short Course at A. & M. College, went to College Station for the week's activities last month. Fully 60 were in attendance, including the entire staff of the Agricultural Department of the Chamber, as well as many boys and girls who will compete in various agricultural and live stock judging contests. The Junior Chamber of Commerce raised funds for sending boys on stock judging teams.

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Resignations of R. W. Higginbotham as chairman of the board of directors of the Southwest National Bank and of A. H. Bailey and O. S. Boggess as directors have been accepted. The resignations were tendered because of the press of other business, it is said.

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J. E. Van Horn has been elected treasurer of the Texas Power & Light Co. He has been assistant treasurer for seven years and he succeeds William Reiser of New York who died July 2.

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Bishop Hiram A. Boaz has assumed his new duties as Bishop for the field which includes Japan and Korea.

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The Union Realty & Securities Company have moved from the Western Indemnity Building to the Magnolia Building.

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Henger & Chambers of Dallas have been awarded the building contract for the erection of a \$113,000 school building at Taylor.

James B. Gough has succeeded George B. McNary as manager of the Willys-Overland factory branch here, the latter having resigned to make another business connection.

T. P. Junkin has been elected president of the University Club; Edward Crane, vice-president, J. W. Timmins Jr., Secretary, and J. B. Adoue Jr., treasurer.

The Right Rev. Alexander C. Garrett attained his sixty-sixth year in the ministry here last month. The occasion was celebrated in the Episcopal churches of the city Sunday, July 2.

The Huey & Philp Hardware Company celebrated its fiftieth anniversary July 1, its founders, Joseph Huey and Simon Philp having opened a partnership business here in 1872 with a capital of \$3,000. It is one of the oldest and largest business institutions in the city.

The Brown-Crummer Company, represented by Mr. C. J. Moore, district manager, Dallas, has purchased a \$1,000,000 school bond issue in San Antonio.

L. E. Dix, master mechanic of the Fort Worth division of the Texas and Pacific Railway, has been promoted to the position of general field supervisor with headquarters at Dallas.

All members of the Dallas Music Industries Association have agreed to close their stores and offices Thursday afternoons throughout the summer months.

Charles M. Morgan, for three years secretary of the Arizona Premier Cotton Growers Association, has accepted the position as field representative of the American Cotton Growers' Exchange, which has national headquarters in the Texas Farm Bureau Federation Building here.

J. Shields Godley, for a number of years connected with the Munger Automobile Company, Dallas, has been named service manager for the San Antonio Cadillac Company.

Robert L. Thornton, president of the Dallas County State Bank, was elected president of the Seventh District Association of State Bankers at the Convention here last month.

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Is the convenient fuel in the home, the store or the power plant.

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Phillips Winner of Trip to Yellowstone Park

J. C. Phillips, 303 South Marlborough Street, a January graduate of the Oak Cliff High School, was the winner of the free trip to Yellowstone Park donated by Frank Reedy through the Manufacturers' Department of the Chamber of Commerce. In the contest, open to graduates of the past year of Dallas high schools and conducted by the Junior Chamber of Commerce, Mr. Phillips secured more than 10,000 points. These were awarded for publicity work in connection with the made-in-Dallas movement, in an essay contest, for securing members for the Chamber, etc. Mr. Phillips has returned from the trip to Yellowstone Park highly enthusiastic over the scenery and treatment on the tour conducted by Mr. Reedy.

Bulletin Shows Strong Growth of S. M. U.

The total enrollment in all departments of Southern Methodist University for the year recently closed was 1,710 against 1,341 for the preceding year, it is shown in the bulletin of the university just issued under the supervision of Dr. John Owen Beaty, professor of English. Twenty additions to the faculty were made during the past year, so that it might be adequate to the needs of the rapidly growing student body. The faculty now has more than 100 members, the bulletin shows.

Chamber Is Active in Industrial Problems

The Chamber is wide awake and active with reference to the disturbance in transportation circles which affects all commerce and industry. A mass meeting attended by 500 was held by the Chamber on July 25 to consider these problems, as chronicled in the local press. Committees are following up details covered in a general way at the meeting.

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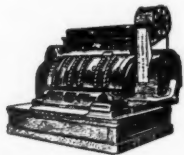
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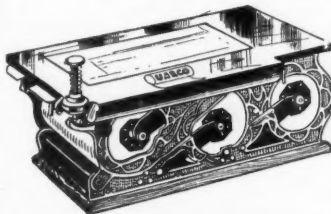
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- ¶ Statistics from the Secretary of State's office show that Dallas is the headquarters for as many Northern concerns as the three other largest cities of Texas combined.
- ¶ The financial center of a territory means the business center, the manufacturing and distributing center. Northern concerns choose Dallas because it is the business capital of Texas, the greatest producer of raw materials in the Nation and with three-fourths of its tillable lands still untouched by the plow. Dallas is the leading distributing center for the Southwest, which has produced \$5,000,000,000 worth of new wealth in a single year, or \$500 worth for each man, woman and child in the territory. Dallas is also the logical gateway to the rapidly developing Mexican market.
- ¶ Dallas ranked 22nd in bank clearings in 1921 in the Nation, according to Bradstreet's, although the 1920 Federal census showed it ranking only 42nd in population. Bank clearings are regarded as one of the surest indices of a city's commercial strength and activity.
- ¶ Dallas Clearing House banks co-operate closely with the Dallas Chamber of Commerce in aiding new concerns to become satisfactorily located in Dallas, and in all other efforts looking to the upbuilding of the city.

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